**Events Management: Principles & Practice, 4th Edition**

**Instructor’s Manual**

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**Chapter 1**

**Introduction to Events Management**

**Chapter Overview**

This chapter provides an historical overview of the events and festivals industry, and how it has developed over time. The core theme for this chapter is to establish a dialogue between event managers and event specialists who need to have a consistent working relationship. Each strand of the chapter will be linked to industry best practice where appropriate. In addition, this chapter discusses the different types of events that exist within the events management industry. Specifically, the chapter will analyse and discuss a range of events and their implications for the events industry, including the creation of opportunities for community orientated events and festivals.

**Exercises and activities**

**Tips for Tutor**

1.    Before the class, ask each student to read the following sections from the Chapter 1.

·         Different types of events

·         Technical definitions of events management

·         Local authorities’ events strategies

·         Cultural tourism through festivals

·         Size of events within the sector

**Tips for Tutor**

It is best to begin the class by discussing the historical overview of the events and festivals industry, and how it has developed over time?

Discuss with students’ different types of events that exist within the events management industry?

2.    **Internet Resources**

These are internet and YouTube clips, we recommend you ask students to visit internet sites and YouTube clips and ask them to watch and read the material for classroom discussion.

**Internet Resources**

·      <https://www.eventbrite.co.uk/blog/academy/uk-event-industry-in-numbers-ds00/>

**An Introduction to The UK Event Industry in Numbers**

Want some fast facts about the events industry in the UK? No problem, we’ve created an infographic with all the key statistics about this booming and vibrant sector – find out everything you need to know in under a minute!

For further insight behind the statistics, and useful links to source materials, we’ve also included this below. Want more event industry insight? Ask those in the know over on the Event Tribe forum.

·      <https://www.cvent.com/uk/blog/events/event-management-best-practices>

**The Ultimate Guide to Event Management Best Practices 2020**

The world in which the event planner now operates is changing at an accelerated pace. We live in an increasingly mobile-first, digitised society and delegate expectations have shifted accordingly. Whether it’s an internal employee training workshop, an executive dinner, or a large-scale corporate seminar or tradeshow, attendees are demanding ever-more personalised experiences.

·      <https://www.youtube.com/watch?v=H6Kzuh6SuEQ>,

**Events Manager Career | What to Know Before Choosing this Career!!**

Interview with Veronica Alfonzo, discussing various topics related events management and to see if it is the right career choice to be future event manager.

Sharing information about all the following topics, so stay tuned to learn more about Product Design and to see if it is the right career choice for you:

-Description of the field

-Industry profile

-Entry qualifications

-Lifestyle

-Location

-Different Career Paths

-Salaries

-Skills needed

-Job Outlook

-Other resources

·      <http://www.youtube.com/watch?v=Z2RSKBsKFCk>,

**FdA Festival and Events Management**

an interview with Lecturer Jan Green discussing opportunities in the festival and events sector and looking at how Glyndwr University's FdA course prepares students to work in this rewarding industry.

·      <https://www.youtube.com/watch?v=xKusejFg-sM>,

**Emirates News: Expo 2020 Dubai - US pavilion unveiled as construction concludes on schedule**

an interview with John Rakolta.Jr, USA Ambassador to UAE, Emirates News: Expo 2020 Dubai - US pavilion unveiled as construction concludes on schedule

**Tips for Tutor**

**3.1**  Divide students into groups of four to five and instruct them to:

* Read case study 1.2: 2018 Golf Ryder Cup, in Saint-Quentin-en-Yvelines, Paris, France
* Ask each group to put forward an argument that shows an inconsistent approach to the reporting of mega events in official documents.
* Ask each group to identify and discuss 2018 Golf Ryder Cup Contribution to the city of Paris. Explain the difference between impact and legacy?

**Tips for tutors**

3. Divide students into groups of four to five and instruct them to:

* Read case Study Events Industry Analysis
* Ask the group members to discuss the impact of COVID-19 on Leeds Festival and evaluate sustainability policy being implemented by festival organisers?
* Ask the group members to analyse the effect of COVID-19 on cultural festivals and discuss the future plan of sporting events and creative responses to the pandemic from the event industry perspective.

**Case Study Events Industry Analysis**

Over the last 12 months the whole of the events industry has changed and revolutionised due to the impact of the Covid 19 virus that has made event organisers and planners rethink the strategies to deliver the events to wider community from sponsorship, online delivery and remodeling business plan.

It is difficult to forecast the future of the industry during Covid-19 pandemic, EventMB management still managed to produce the events industry analysis to help the to make changes for the future from published data

**Event Industry Virtual analysis**

·         39% of event professionals believe that visitors and attendees need to be engaged with live events and meetings.

·         73% of events and meeting organisers and planners have been successful with their online live events.

·         57% of event visitors and attendees believe that they are able to achieve their goals over the online event and meeting.

·         34% of event organisers and planners stated that during live event attendance has been increased.

·         27% overhead cost has been decreased by holding live events.

**The Value of Events**

·         £12.64 billion was lost by the events and exhibition industry during the Covid-19 period.

·         £400 billion was lost by the USA travel industry

·          23.2% global virtual events industry has grown in 2020

**Decrease in Employment of event Workforce**

·         90% of event staff lost their jobs or their business since March 2020, due to Covid-19

·         2.75% events staff been left unemployed since March 2020

·         52% of event staff and business lost their income as a result of the Covid-19 pandemic.

·         11% people was put on furloughed scheme

·         10% of people were laid off by their employers.

The figures above clearly highlights the impact of the Covid-19 on events industry and impacted events professionals to look for alternative employment over the last 12 months.

Adopted from EventEB,<https://www.eventmanagerblog.com/event-statistics#2>

**3.2** **Divide students into groups of four to five and instruct them to:**

·         Read Case study Leeds Festival

·         Ask students to discuss the impact of Leeds Festival on the local community?

·         Ask students to outline and discuss the positive and negative benefits of Leeds Festival?

**Case study Leeds Festival**

The Leeds festival has been held annually at Bramham Park, when organisers Festival Republic extended the Reading festival to create the only three-day dual site festival in the world.  The Leeds and Reading Festivals, the largest events for Festival Republic, take place simultaneously over the August bank holiday weekend, and share the same bill. The Leeds festival is held from Friday to Sunday (27th – 29th 2021) and over 80,000 attendees are attracted to the festival. The festival itself comprises music of a hard-rock genre, the headline acts included Eminem, the Manic Street Preachers and Travis.  Dance stages, comedy tents, bars and stalls are amongst other attractions of the festival.

Festival Republic is the UK’s largest festival and event promoter. With a history going back over 35 years, the company organises major UK and European festivals including Reading and Leeds, Latitude, V Festival, Electric Picnic (in Ireland), Berlin Festival and Lollapalooza Berlin.

**Covid-19 Challenge**

Leeds Festival is facing a major challenge to host the festival in 2021. Leeds Festival boss Melvin Benn after the recent Government announcement that restrictions would lift over the summer. It was confirmed on Wednesday 24th February 2021, that Leeds festival would take place this upcoming summer, after being cancelled in 2020, due to Covid-19.

Leeds Festival organisers stated that within 24 hours after the announcement that Leeds Festival will run over the summer, tickets were completely sold out to eager people desperate to have the opportunity to live their teenage lives out of the restrictions of COVID.

Leeds and Reading Festivals boss Melvin Benn is very keen to bring the festivals back in the summer. He states the festival industry is a huge contributor to the event industry and festival sector worth around £2 billion per year. In addition, the Leeds Festival brings approximately 75% of the event attendees from outside the Leeds region. Which creates event-tourists to the region and key stakeholders believe publicity and promotion of the area, generate benefits to Leeds in the form of improved image and repeat visitation.

Moreover, over the last decade Festival Republic has improved its sustainability and assuring the local residents and local council to improve its waste management, and involve its audiences, by maximising recycling rates and minimising the volume of waste sent to landfill.

Leeds Festival organisers made sure that virtually all the hospitality outlets at the festival serve food and drink in single-use packaging and organisers believe that waste is a huge issue for local community and residents. The organisers have taken the following steps to reduce waste.

* Operating a cup deposit return scheme.
* 10p deposit payable on all of paper cups and PET bottles sold at bars and stalls
* Created a habit for attendees of returning their used cups.
* Festival goers were encouraged to collect used disposable paper cups.
* Bring them back to one of three dedicated ‘Return Points’.
* 250,000 Cups were collected from Leeds Festival in 2019.

4. Discussion Questions

**Question 1**

Evaluate and discuss the UK Conferences and Meetings industry contribution to local economy?

**Question 2**

Critically analyse and discuss the role festival events play in generating tourism within the UK economy?

**Question 3**

In your opinion what may be the reasons why has there been an increase in charity events and how they benefit the events industry?

**Question 4**

Identify and discuss the benefits of Political Events to the cities and towns in which they are being held?